

# National Congress Bulletin



JUNE-JULY 1961 • PUBLISHED BY THE NATIONAL CONGRESS OF PARENTS AND TEACHERS • CHICAGO 11 • VOL. 28, NO. 10

## Monthly Message to Local Presidents

**F**OR THE FIRST FEW MINUTES of our talk together, I hope the newly elected presidents will gather very close. You and I are embarking upon a new experience—that of serving for the first year of an administration as *president*. What a wonderful sound that has! Can you realize that your membership has elected you to this highest office in your local parent-teacher association? And you—and the other members of the National Congress—have elected me to the highest office in the National Congress of Parents and Teachers. This is exciting and sobering at the same time, isn't it? Yet we have been having learning experiences ever since the moment that we joined our local unit for the first time. We are ready to give our best.

I remember—oh, so well—when I was elected president of my unit. I was green, very green indeed. I'm sure that not one of you knows as little as I knew when I accepted the office of local president. But in my favor were my enthusiasm for the job and my great desire to learn. And learn I did. I went to the state convention and learned so much in three days that I was about ready to burst. I could hardly wait to return home to begin sharing the exciting things that I had heard—about our Objects, policies, programs; about public relations; about education; and about children, *all children*. There is no better leadership training than that to be had at a state convention.

**A** WARM WELCOME to you who are veteran presidents, you who are beginning your second year. You have had an opportunity to work with the officers, the chairmen, the school faculty, the school board, and the membership in developing plans. You have tilled the soil; you

have planted the seed; and this year you will expect a rich harvest.

In order to reap the harvest, however, you too will need to avail yourselves of every opportunity that the district and the state offer for leadership training. You will need additional information, renewed inspiration, and fresh enthusiasm. This reinforcement is needed at every step along the way—the first year, the second year, or, as in my case, the thirtieth year. Working together as a team of presidents will give each of us just what we need to lead and inspire the membership. Ours will be a joint endeavor. For you will need strength from

me, and I—whether you realize this or not—shall need great strength from you.

Our job is to lead and follow at the same time, to lead our members toward the attainment of important goals and to listen acutely and responsively to their needs and their suggestions. This leader-follower combination, so appropriate to our free way of life, fosters the unity and understanding that make us all partners in whatever tasks we undertake.

**N**ONE OF US needs to be reminded that we face problems far more complex than we have ever known. What these are and

(continued on page 2)



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• Introducing Mrs. Clifford N. Jenkins, our new national president, and Mr. Jenkins (center); their daughter and son-in-law, Mr. and Mrs. Donald McKennett; and their grandchildren (from left), Donald, Clifford, and Barbara.



(continued from page 1)

how best to solve them we shall discuss many times in the months to come. But one thing I would say now: Let's not neglect the means we have at hand for learning what we need to know about P.T.A. aims and programs. I'm thinking not only of this *National Congress Bulletin* and our *PTA Magazine* but also of the many other National P.T.A. publications that we can rely on for practical help.

This is summer. Have fun with your family. Make the most of your hours with the children. Let every day be precious in a great chain of happiness. These lively youngsters—boisterous, mischievous, happy—are small but a short while. Cherish every moment! Relax, but give some time to P.T.A. planning so that you will be ready for the first meeting in the fall.

I'll be talking to you in September. In the meantime remember we are proud to be presidents together.

Sincerely yours,

*Margaret E. Jenkins*

MRS. CLIFFORD N. JENKINS, *President*  
*National Congress of Parents and Teachers*

## Tell It to Your P.T.A.

● Accidental deaths from thin plastic products went over the hundred mark again during 1960, according to a survey taken by the National Safety Council's home department. Most of the victims were under one year old; they suffocated when Mother made the mistake of reusing a plastic dry cleaning bag to wrap the baby mattress. The plastic industry is continuing its campaign to warn parents to throw away such bags. —*Safety Education*, May 1961 (published under title given above)

### NATIONAL CONGRESS BULLETIN

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## From the 1961 Convention . . .

# Goals for Americans

*Educators, organization leaders, school and government officials, and P.T.A. members at the national convention helped the delegates look at goals important not only to every P.T.A. member but to every American.*

*Here are a few of their important insights and ideas.*

**MRS. JAMES C. PARKER, President, National Congress of Parents and Teachers:** The home gives children their most deeply motivating image of America. Everything our country is committed to—justice, generosity, human dignity, freedom, love of God, respect for law, personal responsibility for one's conduct, shared responsibility for the well-being of others—these virtues must be implanted and fostered in the home. To take deep root in our children's lives the convictions embodied in our Bill of Rights and Constitution must permeate day-to-day family living.

How do we enact for our children our country's belief in the worth of the individual—the wonderfully various individuals who make up the family of man? As we treat people, so will our children. If we are contemptuous, suspicious, or disdainful of those who are different from us, we take from the image of America its very essence—belief in the dignity of the individual. It is in the home that little Americans learn whether the moral and spiritual ideal of brotherhood is a living myth or a living reality.

**MARION D. HANKS, First Council of the Seventy, Church of Jesus Christ of Latter-day Saints:** What young people learn, what course they follow, whether they respond to their immense challenge—all depend significantly upon what they get from those who have the power and the opportunity to lead and influence them.

Hero worship is a reality among young people. Our opportunity, our responsibility, our challenge is to provide youth with heroes who will inspire them to become the wholesome, constructive, happy human beings God and we really want them to be.

**ERWIN D. CANHAM, Editor, Christian Science Monitor:** The image of America and its missionary impact will be no greater and no finer than the quality of our national life. The more effectively we press forward with our own internal business, as your organization is doing day in and day out, the more meaningful and more appealing will be our posture to the world. . . . As we face the problem of supporting and developing free and stable institutions in emergent nations, let us realize that home and family are the bedrock facts on which we must build. They are the foundational elements from which can come the institutions of an orderly society. . . .

Our capacities are great, once we awaken. Our spiritual heritage is potent. Our problems are grimly challenging within the world, within the nation, within ourselves. It is perhaps true that our nation and its people, like every other free and great people, are always at their best in moments of challenge and seeming adversity. Nineteen sixty-one is in many ways one of those moments. Let our response be as vigorous as in the past, and we can emerge from the darkness of these challenges into the light of fulfillment for the individual aspirations of men everywhere.

**RICHARD C. HOTTELET, CBS News Analyst and Political Observer:** People who live honestly in their homes and communities will project the image of honesty outside their nation's borders. People watching from abroad will see that it is possible to reconcile freedom and honor and prosperity. They will see that the price of economic progress is not slavery, deceit, or totalitarian regimentation. . . . The level of education we achieve is part of the pattern of American life that is visible from the outside. We cannot picture ourselves as more determined to improve education than we really are. Nor can we paint a facade of honesty and efficiency if we don't have them. Our performance is what counts.

We must work at keeping our democracy green and growing, for democracy and peace are expensive luxuries that we do not own in perpetuity. They are, as it were, rented to us, and we must pay for them over and over again if we are not to lose them. But we need not despair. In ourselves and our society are all the elements of power to achieve success, born of courage, self-reliance, self-control.





© Anderson Photo

• Topics tackled by this group of convention participants (gathered here before the realistic National Headquarters backdrop) were typical of those analyzed during the convention to provide every delegate with take-home inspiration and information. Members of the group are (from left) G. K. Hodenfield, education editor, Associated Press; Esther E. Prevey, director, department of family life education, Kansas City (Missouri) public schools; Ralph W. Daniel, executive director, Michigan State Board of Alcoholism; and Calvin H. Reed, coordinator of the Rocky Mountain Project in Family Life Education and professor of education, University of Nevada.

**LAWRENCE G. DERTHICK, Assistant Executive Secretary for Educational Service, National Education Association, and former U.S. Commissioner of Education:** The Soviet authorities are making a determined drive for brain power and they place no limit on the cost, any more than we limit the cost of an atomic submarine. We find this kind of commitment to education also in the underdeveloped countries. They have made up their minds that the difference between us and them is brain power; that the reason we, with 6 per cent of the world's population, produce 50 per cent of the world's goods is our educational system. Some of these countries are said to be putting as much as 40 per cent of their gross national product into schools, whereas we are investing only about 5 per cent.

Knowing the generosity of the American people and their willingness to sacrifice once they are aroused, I can only believe that the reason for our current waste of limited and vitally important human resources is that not enough people have the facts. One of the things you can do is to awaken all America, so that once again we can put first things first. We need P.T.A. Paul Reveres—and their wives—who will generate such a state of excitement that the message is introduced into telephone conversations, at dinner tables, along the streets, in the marketplaces, day and night.

**PHILIP S. BARBA, M.D., Associate Dean, School of Medicine, University of Pennsylvania:** Recommendation 9 under "Parents and Family Life" [in the National P.T.A. publication *Assignments for the Sixties*] asks that family life courses, including preparation for marriage and parenthood, be instituted in public education from the elementary grades through high school. From the health standpoint it is quite possible that this recommendation is the most important of those you have selected. The thought of how many people get married and raise children and how infinitesimal is the number who have received any education on the subject of marriage and parenthood is a little shocking.

**CHARLES B. (BUD) WILKINSON, Consultant to the President on Youth Fitness:** Schools are providing more and more in the way of health services and health education. But much more needs to be done to improve children's physical development. Physical fitness is not a gift; you have to exercise and keep on exercising in order to get it and maintain it. And since the only way to develop true physical fitness is through exercise, we feel that physical education programs must be reevaluated and reoriented so as to stress specific developmental activities first and teaching of skills second.

If every P.T.A. would strive to see that its school evaluates its physical education program, uses suitable tests, and offers some kind of in-service training, by December the fitness situation could be tremendously improved.

**RALPH W. DANIEL, Executive Director, Michigan State Board of Alcoholism:** I suggest three goals for alcohol education in the schools, the ideal place to start to end our hangover of confusion:

1. Schools should teach the facts about alcohol as they teach the facts about spelling or physics or social studies. The facts about alcohol are not controversial; a whole body of knowledge acceptable to both "wets" and "drys" is now available to be taught in the schools.

2. Schools should teach that people have widely different opinions about the use of alcohol. A child should be told why some people drink and why other people abstain. He should be told why there are laws prohibiting teen-age drinking. Some day the child will have to make his own decision, and it should be a decision he can be sure about and comfortably live with.

3. Schools should teach about the illness of alcoholism. The child should know that the danger of alcoholism must be accepted as one of the risks of drinking, and he should be given the best available estimates of his chances of becoming alcoholic if he drinks.

**ROBERT O. BLOOD, JR., Associate Professor of Sociology, University of Michigan:** Here is one area in which the P.T.A. can make an important contribution to American marriage: Not only is it a valuable organization for women to participate in, it is even more valuable for husbands and wives to participate in together. In fact, the P.T.A. is one organization in which the entire American family is potentially involved.

BOY SCOUTS OF AMERICA  
**THE P.T.A.**  
*Biggest Partner of Boy Scouts*  
Now over 22,000 P.T.A. Scout Units

WAS 15,000 UNITS	5 YEARS AGO
WAS 10,000 UNITS	10 YEARS AGO
WAS 6,000 UNITS	15 YEARS AGO

*Contributes to*

- \* BETTER FAMILY-CHILD RELATIONS
- \* WHOLESOME RECREATION
- \* PRACTICE IN CITIZENSHIP
- \* CHARACTER DEVELOPMENT
- \* GOOD READING
- \* HEALTH AND SAFETY
- \* CARRYING OUT NATIONAL P.T.A. POLICY ON "YOUTH SERVING AGENCIES"

CUB SCOUTING - BOYS 8, 9, 10 years of age  
BOY SCOUTING - BOYS 11 years and over  
EXPLORING - BOYS 14 years and over

**TREND**-All these Age Programs in Elementary School on Neighborhood Basis

• To emphasize the importance of a service liberally supported by P.T.A.'s everywhere, the Boy Scouts of America displayed this exhibit at our national convention. Similar posters have been made available for state congress conventions.



# TEAMWORK DOES IT!

## Team Up Today •



IF THERE'S ONE THING that characterizes the P.T.A., it's vitality—fresh, active, enthusiastic vitality. The source of this abundant life is membership, and this is why membership must continually be renewed and reinvigorated, beginning with the fall enrollment period. Enrolling P.T.A. members therefore becomes one of the most important—if not *the* most important—function of all P.T.A. leaders and members. But it is *you*—the membership chairman—and your committee upon whom your P.T.A. depends especially for this essential contribution to its ongoing effectiveness.

P.T.A. members have proved over and over again that they are doers, dedicated to making this a better world for children and future generations. Through teamwork they have accomplished a great deal. We cannot over-emphasize the effectiveness of uniting in action for children and youth—and so we have chosen as our 1961-62 national membership theme "Teamwork Does It—Team Up Today—Join the P.T.A.!"

## Team Up Today for Tomorrow

► Because well-laid and far-sighted plans are basic to your success, probably you are already at work on a formula for increasing the membership of your local unit.

- Your leadership as chairman is all-important, and so is wise selection of persons to serve as your committee members.
- Select friendly, energetic, enthusiastic people—people who are sure to carry out your plans with vigor and efficiency.
- Choose persons who know (or who are willing to learn) the P.T.A. philosophy, goals, and accomplishments. They need to understand what they're offering, and they must be able to explain how the P.T.A. can enrich lives.
- Try to include on your team some teachers; your school principal or his representative; both men and women members; chairmen of other P.T.A. committees, such as hospitality, publicity, room representatives, The PTA Magazine; and some students if your unit is a P.T.S.A.

ONCE YOUR COMMITTEE is chosen, call it together to study the helpful publications and materials available to P.T.A.

## Pointers for P.T.A. Officers and Chairmen from the National Membership Chairman, Mrs. Milton L. Wiener

members. To get background and ideas, turn, for example, to:

- Procedure book, news clippings, and other materials from your predecessor.
- Your state chairman's plan of work.
- The membership section in the new *Parent-Teacher Manual*. Suggest that your P.T.A. purchase reprints of this section for your committee members. (Your P.T.A. can obtain one reprint free from the state office.)
- The *National Congress Bulletin*. See especially the national president's Membership Proclamation in the September issues for the current and preceding years.
- Founders Day materials, for eloquent pictures of our nation-wide team at work.
- *The PTA Magazine*. You'll find the president's Membership Proclamation in each October issue and, in every issue, an abundance of significant information.
- The leaflets described on page 7 of this *Bulletin*.
- Issues of your own state congress bulletin and other state publications. Scan all of them with an eye to ideas, both to use and to relay to your future members.

## • Join the P.T.A.

WITH THIS background material to guide you, call on your president, other members of the executive committee, and other chairmen to help you draw up plans for the year's enrollment activities.

- Set the dates for your fall take-off.
- Set a membership goal.
- Select an eye-catching but meaningful slogan (see suggestions on page 5).
- Choose the publications (see page 7) that fit your membership needs best. Order them early.
- Plan how you will continue your enrollment throughout the year.

**Map out an effective method for getting in touch with new families as they move into your neighborhood and with persons you may miss in the first round.**

**If yours is a high school P.T.A., arrange for a meeting, or meetings, later in the year to which you'll invite as special guests the parents of youngsters who will enter high school a year from now.**

- Plan your publicity. (Here your public relations or publicity and audio-visual chairmen can give valuable assistance.)
- Plan how you will "call on all"—decide exactly how you'll reach personally into the home of every potential P.T.A. member.
- Round up some fresh, new approaches for your team.
- Get briefings on P.T.A. programs and projects for the coming year—prepare to tell prospective members what to expect from P.T.A. membership.



- There was no shortage of men on the membership committee of the Orrin (North Dakota) P.T.A. last fall! Here committee members meet in their new school building to discuss membership enrollment plans. From left: Andrew Weigel, Mrs. Joe B. Schneider, George Leier, and Tony Sander.



## Team Up for Publicity

► Your P.T.A. has an unusual product to "sell." Reach 'way out with your messages; the wider you spread them the more persons you reach. In your P.T.A.—its plans, its achievements, its membership—are great story possibilities. (See the pamphlet *P.T.A. Public Relations: A Publicity Handbook* for ideas on what constitutes a good story and how to tell it.)

### SPREAD THE WORD:

Make sure the local news media get the important facts underlying your membership enrollment.

Ask your local radio and/or TV station to help with spot announcements (make them *inviting!*) or possibly with some other type of short presentation.

Have your P.T.A. president take a few minutes at each meeting to point out the value of an ever-growing, active membership.

Prepare attractive posters for display at the school, at your public library, and perhaps in store windows.

KEEP YOUR MEMBERSHIP GOAL and purposes constantly before the public. Publicize your unit's membership growth, too, as a means of building and sustaining public enthusiasm.

STRESS THAT THE P.T.A. is not a woman's organization. Call attention to the important role men members play in your P.T.A. and in P.T.A.'s across the nation. Underscore the fact that P.T.A. members don't have to have children in school.

CONTINUE MEMBERSHIP PUBLICITY throughout the year. One way of doing this is with a newsletter, perhaps like the one sent out last year by the Hikes Graded School P.T.A., Fern Creek, Kentucky:

Called "The Link—Between Home and School," the monthly newsletter was made up of reports from P.T.A. committee chairmen and articles and stories from students and teachers. The unit reports that the letter was "extremely successful in getting new members acquainted with the P.T.A. and has stimulated interest among everyone connected with the school."

KEEP YOUR SLOGAN SHOWING! Here are a few suggestions for it:

**Teamwork Does It—Team Up Today—Join the P.T.A.!**

**Join Our Ranks Today—March Along with P.T.A.**



• Supplying P.T.A.'s with information on all the subjects their members want to know about shapes up into a big job for state congresses. Here members of the Georgia Congress assemble their 1960-61 packets of state and national P.T.A. materials.

### Join Your Neighbors in the P.T.A.

#### The Time Is Now—Join the P.T.A.

Wondering What's Best for Your Child?  
Find the Answers in the P.T.A.

#### Show the Way Through the P.T.A.

Join Your P.T.A.—Where Parents and Teachers Work Together

Join Your P.T.A., Where Children Come First

For a Better Home, a Better School, a Better Community—Join Your P.T.A.

Join Your P.T.A. and Help Build the Kind of World You Want for Children

ASK EACH P.T.A. MEMBER to serve as a personal public relations aid to the P.T.A. by telling his friends and neighbors about our many-million-strong parent-teacher organization, what it's doing, what it wants to do for the welfare of children and youth.

### OUR ASSIGNMENTS FOR THE 60's

A NUMBER of White House Conference recommendations are now being acted upon by P.T.A.'s; in fact, many have been part of our program since the founding of the National Congress. Out of the White House Conference has come a recognition of the need for fact finding, evaluation, research, and education in the field of child guidance and family life. Where could one better start than by becoming an active, interested member of the P.T.A.?

## The Team in Action

Hard work and ingenuity have no substitute for reaching a goal.

► Years of P.T.A. experience have proved personal contact far superior to any other means of enrolling members in the P.T.A. Get in touch with each prospective member, either by telephone or by calling at his home.

• Have telephone teams to call up potential members. Keep the call short but friendly, and end it on a cordial note, whether or not you're successful.

• Let "call-on-all" teams visit parents and teachers at their homes. Some units ask their room representatives to assume this responsibility; some have husband-and-wife teams; some have membership-PTA Magazine teams. But whoever is on your team, see that they go equipped with copies of the membership leaflets and *The PTA Magazine*, a good understanding of what the P.T.A. stands for, and a warm smile.

• If it's impossible to phone or call on all, send out some short but convincing letters (perhaps via children of the families you haven't reached), which briefly describe P.T.A. responsibilities, invite P.T.A. membership, and explain how to join the P.T.A.

WHEN TALKING with prospective members—in person, over the telephone, in a letter—heed these "selling" pointers as you tell:



• Never undersell your product. Never oversell it either. Help people realize they are accepting a challenge and doing themselves a great service by joining the P.T.A. Let them know just what they're missing if they don't join.

• Motivate the desire to know more about your P.T.A.'s plans and programs and to participate in any action it takes.

• Interpret the P.T.A. Objects, policies, philosophy, and program of action clearly and effectively.

• Be prepared to explain all-inclusive membership and all-inclusive dues. (Review the statement on dues in the *Parent-Teacher Manual*.)

**P — Protects public education**  
**T — Teaches democratic processes**  
**A — Acts as a coordinator in community programs for children and youth**

—Iowa Parent-Teacher

• And remember that

**P.T.A. membership enrollment is an all-year process, requiring enthusiasm and energy round the calendar.**

**P.T.A. membership and programs go hand in hand; without good programs we cannot expect to attract members. You can help your P.T.A. insure effective programs by finding out what prospective members want from their membership and passing their suggestions along to your program planners.**

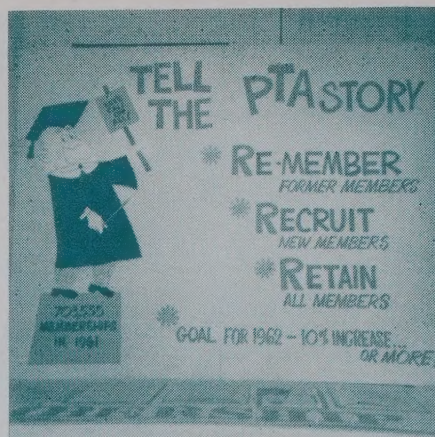
**P.T.A. membership dues received at your state congress office on or before the specified deadlines go on record as proof of your P.T.A.'s membership. Help to meet those deadlines.**

## Teamwork Does It!

▶ Here are some enrollment success stories — true stories about successes achieved through teamwork. These stories are typical of activities carried on—in 1960-61 by 46,681 P.T.A.'s to bring membership up to 12,074,289. May they bring you inspiration for your 1961-62 enrollment.

**Alabama**—At its first meeting of the year, an open house, the Adelia Williams P.T.A. in Mobile had a room representative stationed in each classroom, ready to enroll every parent who visited the class.

**Indiana**—The membership committee of the Arsenal Technical High School P.T.A. in Indianapolis made more than 3,300 calls in its efforts to enroll members. The committee took with them membership leaflets, a special letter from the principal, and a map-directory of the school.



• This forceful poster tells the story of vigorous activity in Illinois' District 21. With the help of such membership promotion aids, the district was able to chalk up the highest membership of all districts in the state last year.

**Arkansas**—A special 25-minute radio program, called "Presenting the P.T.A." and featuring a panel discussion by five persons, was aired over a local station to publicize the membership enrollment of the King School P.T.A. in Van Buren. Thirty radio spot announcements and a five-minute TV showing further highlighted the advantages of P.T.A. membership.

**Vermont**—The Arlington P.T.A. divided the town into blocks and assigned a membership chairman to each block. Enrollment started in August, with Labor Day as the goal for recruiting the majority of the members. By November the unit had more than doubled its last year's membership.

**Nebraska**—A five-year-old high school unit soared from a few memberships the first year to 2,050 last year.

**Illinois**—Piper P.T.A., Berwyn, has enrolled every father, mother, and teacher for seven consecutive years.

**Washington**—Although the Queets-Clearwater School unit is less than a year old, 84 per cent of the parents of children in the school are enrolled. The student body of the school, located near the Queets Indian Reservation, is composed of 68 Indian and 13 non-Indian children.

**North Dakota**—In a year's time the Laramore P.T.A. doubled its membership. A help in achieving this record was this note sent home with children from school:

**Because our children and their education mean so much to all of us, twelve million Americans like you and me have joined together as P.T.A. members. We invite you, too, to join and support this worthy effort.**

**The same person who collects your dues will deliver your membership card.**

Each member was given a tag to be attached to his door. It bore the message "A P.T.A. Member Lives Here. Have You Joined?"

**New Jersey**—In two weeks the hard-working membership committee of the Ventnor P.T.A. (representing three schools in Atlantic County) enrolled 1,116 members—544 men and 572 women. Each school had its own "building captain," responsible to the membership chairman. During the last week of September the two room representatives from each classroom were invited to a tea, at which they received final suggestions about the best way of inviting parents and teachers to join the P.T.A., membership materials, and a briefing on program plans for the year.

Each room representative went from home to home inviting parents of the children in her child's room to join the P.T.A. As new children entered school during the year, the room representatives promptly called on the parents.

## CAN YOU HELP?

• Are there any independent groups of parents and teachers in your community whose aims and purposes seem to parallel those of your own P.T.A. members? Sometimes these groups call themselves mothers' clubs, home and school leagues, or even parent-teacher associations, although they're not local units of a state branch and the National Congress of Parents and Teachers.

• Perhaps if you would seek out the leaders of these groups and tell them about the great advantages to be gained for children and youth through teamwork in our nationwide partnership, they might well see the need to be a part of it.

• Your state congress always welcomes information about such groups. It is prepared to help them organize as P.T.A.'s if they are willing to uphold the basic policies and bylaws of the parent-teacher organization.

• Here, too, is a way in which you can "Team Up Today" for strengthening the total parent-teacher program.



# QUICK-CHECK PUBLICATIONS LIST for Membership Workers

Need some bell-ringing help for your membership enrollment activities? Check through this list to see how many of these National Congress aids you need, and order your supply now. Each leaflet's a bell ringer!

## CALLING ALL

### ✓ You Are Needed in Our P.T.A.

Calls out the glad tidings of what members of your P.T.A. can expect to accomplish for children and youth as they team up with millions of others in the big nation-wide parent-teacher program. 4 pages.

### ✓ You Belong in Our P.T.A.

Summons members with seven powerful reasons why they need to be an active part of your P.T.A. 4 pages.

### ✓ Help Wanted: Men and Women

Rings out a message about the splendid opportunities that await the persons who join your P.T.A.—opportunities for satisfying service, personal growth, leadership experience, good fellowship. 4 pages.

### ✓ Safeguard Your Investment Through the P.T.A.

Brings home the all-important fact that Americans are best equipped to safeguard their "finest investment and growth stock," the nation's children, when they've joined forces in the P.T.A. 4 pages.

### ✓ Picture Yourself in the P.T.A.

Carries a vivid picture of members working together in your P.T.A.—how they share their concerns in P.T.A. meetings, committees, discussion groups. 6 pages.

### ✓ The National Congress of Parents and Teachers: The P.T.A. in the Local Community

Relays inspiring information about the P.T.A. and its broad background—what the P.T.A. is, its scope of service, how members cooperate to serve children and youth. 12 pages.

### ✓ Statement of Principles

Spells out vividly what P.T.A. members stand for—the principles that must be practiced "if every child is to have an opportunity to live a full life, satisfying to himself and useful to his community." 4 pages.

### ✓ Your P.T.A.—Quality in Quantity

Enriches understanding of the parent-

teacher organization with three enlightening articles: "The Big Nickel," "The Happy Combination," and "The Small Card." 8 pages.

## CALLING ALL MEN

### ✓ For Men Only

Speaks to the busy man, pointing out to him the challenging job openings in the most important business in America—the business of the P.T.A. 6 pages.

## CALLING ALL TEACHERS

### ✓ An Invitation to the Teachers of America from the P.T.A.

Salutes the teachers and tells them why the cooperation of parents and teachers in the P.T.A. is "our best hope for helping every young American grow steadily and surely toward moral and intellectual excellence." 4 pages.

## CALLING "HIGH SCHOOL PARENTS"

### ✓ Don't Be a Dropout Parent

Clarifies the reasons why parents need to stay on the P.T.A. team if they would stand by their teen-age children. 6 pages.

## CALLING SPANISH-SPEAKING PARENTS

### ✓ Usted Debe Ser Miembro de Nuestra P.T.A.

Directs an appeal to your Spanish-speaking neighbors, telling them about the values of the P.T.A. partnership. It's the Spanish version of *You Belong in Our P.T.A.* 6 pages.

## CALLING ATTENTION TO P.T.A. PROGRAMS

### ✓ The Eventful Drama of Growing Up

Brings inside information about *The PTA Magazine* and emphasizes the parent and family life education programs available to P.T.A. members through their meetings and discussion groups. Includes an annotated list of the study-course articles to appear in the magazine during the coming year. 8 pages.



● This poster, exhibited at the recent National Congress convention in Kansas City, focuses on the help that National P.T.A. publications can give P.T.A.'s when they enroll new members.

## PRICE LIST

● Order from your state congress or from the National Congress of Parents and Teachers, 700 North Rush Street, Chicago 11, Illinois.

Don't Be a Dropout Parent—100 copies, 50 cents; 1,000, \$4.00.

For Men Only—100 for 50 cents; 1,000, \$4.00.

The Eventful Drama of Growing Up—100 for 35 cents; 1,000, \$3.00.

Help Wanted: Men and Women—100 for 30 cents; 1,000, \$2.50.

An Invitation to the Teachers of America from the P.T.A.—100 for 50 cents; 1,000, \$4.00.

The P.T.A. in the Local Community—10 cents each; 25 for \$2.00.

Picture Yourself in the P.T.A.—100 for 50 cents; 1,000, \$4.00.

Safeguard Your Investment Through the P.T.A.—100 for 50 cents; 1,000, \$4.00.

Statement of Principles—100 for 40 cents; 1,000, \$3.00.

Usted Debe Ser Miembro de Nuestra P.T.A.—100 for 40 cents; 1,000, \$3.00.

You Are Needed in Our P.T.A.—100 for 40 cents; 1,000, \$3.00.

You Belong in Our P.T.A.—100 for 30 cents; 1,000, \$2.50.

Your P.T.A.—Quality in Quantity—5 cents each.

**TEAMWORK DOES IT — TEAM UP TODAY — JOIN THE P.T.A.!**





## P.T.A. SCHOLARSHIPS

**Total More than  
\$4,000,000!**

• A REVIEW of P.T.A. "dollars for scholars" brings an impressive fact to light—up to January 1, 1961, 13,933 students and teachers had been awarded \$4,155,975 in P.T.A. scholarships. Here are the figures as reported by state branches:

State	Number of Scholarships	Amount
Alabama.....	20	\$ 2,600
Alaska.....	13	4,500
Arizona.....	35	3,500
Arkansas.....	137	29,975
California.....	1,280	1,574,286
Colorado.....	590	104,849
Connecticut.....	125	12,629
D. C.....	158	7,900
European.....	7	3,500
Hawaii.....	15	3,230
Idaho.....	11	2,900
Illinois.....	2,702	413,702
Indiana.....	392	66,423
Iowa.....	114	36,029
Kansas.....	455	71,800
Kentucky.....	431	58,420
Louisiana.....	1	800
Maine.....	9	1,800
Maryland.....	23	3,800
Massachusetts.....	316	37,000
Michigan.....	27	6,725
Minnesota.....	43	6,450
Mississippi.....	200	8,000
Missouri.....	339	112,912
Montana.....	5	1,500
Nebraska.....	412	27,788
Nevada.....	34	5,550
New Hampshire.....	56	2,935
New Jersey.....	274	37,905
New Mexico.....	39	5,600
New York.....	955	496,372
North Carolina.....	4	950
North Dakota.....	1	150
Ohio.....	1,679	335,800
Oklahoma.....	114½	17,175
Oregon.....	495	175,929
Pennsylvania.....	175	48,230
Rhode Island.....	30	9,045
South Carolina.....	13	11,100
South Dakota.....	134	78,377
Tennessee.....	87½	21,150
Texas.....	406	69,406
Utah.....	357	35,575
Vermont.....	82	9,116
Virginia.....	34	10,200
Washington.....	958	131,550
West Virginia.....	6	1,800
Wisconsin.....	97	39,075
Wyoming.....	42	9,967
<b>Total.....</b>	<b>13,933</b>	<b>\$4,155,975</b>

## New... and Needed by Every P.T.A.

• Two booklets recently published by the National Congress deserve to be placed on every P.T.A. bookshelf before the new P.T.A. year begins in the fall.

1. *When Parents Study Their Job: Techniques for P.T.A. Discussion Groups* provides expert answers to the questions most often asked by parent education chairmen, discussion group leaders, P.T.A. leaders and members—answers for anyone who wants to learn more about child growth and guidance through group study.

Here, for example, are just a few of the questions this 80-page P.T.A. pamphlet throws light on:

How do you start a study-discussion group?

How can a P.T.A. find leaders for discussion groups?

Is it necessary to have a professional parent educator as the group's leader?

No task is more important for your

P.T.A. than to provide opportunities for the on-the-job learning that parents seek. In this booklet you'll find abundant help and inspiration for providing that opportunity.

2. *Assignments for the Sixties* presents the recommendations from the 1960 White House Conference on Children and Youth that, your National Congress believes, deserve priority in P.T.A. planning and action. The recommendations are carefully selected and are grouped under the headings Parents and Family Life; Health and Physical Environment; School Education; and Social Welfare, Cultural, Recreational, and Religious Needs. With each section is a list of publications pertinent to its general topic.

Coupled with other P.T.A. publications, such as *The PTA Magazine* and *Strengthening the Home, Source of Our Nation's Greatness*, this 20-page pamphlet will help us chart programs—local, state, and national—that bear on the most urgent needs and problems of the children in our changing world.

• Both publications are available from your state congress or from the National Congress of Parents and Teachers, 700 North Rush Street, Chicago 11, Illinois. Prices: *When Parents Study Their Job*, 75 cents a copy; *Assignments for the Sixties*, 25 cents a copy.

### TO THE P.T.A. PRESIDENT

1. During July or August you'll receive a **Magazine Promotion Packet**. Although it's directed to you (because the stencil that addresses the *National Congress Bulletin* thus does double duty), we're counting on you to pass it along to the P.T.A. chairman for whom it's intended—the person responsible for taking subscriptions to our official magazine, *The PTA Magazine*.

2. The *National Congress Bulletin* is directed to you, too. But of course you'll want to share your copies with the officers and/or chairmen who most need the information found in them. For example, your membership chairman will need the membership material in this issue. Do you also make sure that other P.T.A. members keep informed through the *Bulletin*, perhaps by displaying copies at P.T.A. meetings or by putting them on the P.T.A. bookshelf?

It might be well, now—at the beginning of a new P.T.A. season—to consider the importance of several P.T.A. subscriptions, issues of which may be handed each month to the persons who can make best use of them. Subscriptions may be ordered from the National Congress (address on page 7) for 30 cents a year (ten issues).

### ✓ CHECK YOUR CALENDAR

**Citizenship Day**, September 17.

**1961-62 Parent and Family Life Education Programs** begin in *The PTA Magazine*, September.

**American Education Week**, November 5-11. Theme: "Your Schools: Time for a Progress Report." For information on inexpensive materials to aid in planning observances, write to American Education Week, N.E.A., 1201 Sixteenth Street, N.W., Washington 6, D.C.

**1962 National Congress Convention**, May 20-23, Portland, Oregon.